

## **It's Days After Your Assessment, What Next? Think, Plan and Do**

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Sometimes, it's hard to know where to begin after conducting an assessment. You have called out your strengths and weaknesses and have a list of things to tackle in front of you. What you do next could "make or break" your program. Let's agree that we want to "make" the program, so take a moment to think, plan and do.

### **Think**

Begin by spending time on the answers that mean the most to the success of your program.

- What area can you impact the most, in the shortest amount of time based on the assessment?
- Consider, is it operational in nature?
- Consider, is it customer service readiness and delivering on the promise?
- Consider, is it territory and customer coding and planning?
- Consider, is it staff management?
- Consider, is it compensation models?
- Consider, is it training of the team for outcomes?
- Consider, is it how you measure and report your outcomes?
- Consider, is it return on investment and internal value?
- Are your efforts aligned with the goals and strategies first presented by Leadership?
- What areas are strategic priorities?
- Which best practices should we mirror as a part of our progress?

### **Plan**

Planning is critical to your success. If you can't visualize where you want to be, it's difficult to make it happen. Planning is well worth the effort because it forces you and your staff to think critically and form strategies. Start building your implementation plan by answering these key questions:

- Do any of your program goals need to be re-written for this plan?
- Do have the key players primed for participation in this plan?
- How will my team play a role in executing this plan?
- Do I know my expected timeline?
- Do I know my expected budgetary limits?
- Am I prepared to begin with an internal communication plan?

- What outside factors may affect the rollout?

## Do

To prove your success, you'll need to have an implementation plan (see below) that identifies focus, assignment, and measurement indicators. In most cases, the challenge lies not in a shortage of ideas but in getting the job done. Start with goals that can be quickly attained to establish a few key successes. Then build on these to incorporate more difficult and longer-term strategies.

## Communicate Your Value

While thinking, planning, and doing are important to your day-to-day job, you won't have a job if you don't consistently communicate with Leadership. Don't overlook Leadership's opinion of your program — it's crucial to your viability. Discuss your challenges and successes with them. Proactively engage them in your analysis and understanding of your target customer and your short- and long-term goals.

## Conclusion

While we're all operating on the endless treadmill of things-to-do, we can gain tremendous leverage and success by taking the time to periodically pause, analyze, think and do. Sometimes that breath of fresh air gives us the perspective to reenergize, re-focus and re-commit to goals that make our programs strong and sustainable.

Sample Implementation Action Plan:  
Use this table to start your own plan.



### IMPLEMENTATION ACTION PLAN

Priority	Best Practice	Action	Accountability	Timeline
HIGH	√	Implement Model: <ul style="list-style-type: none"> <li>▪ Optimization of resources in field (<i>FTE's, cross selling opportunity, consistency, succession planning</i>)</li> <li>• New scorecards and accountabilities</li> <li>• Enhanced issue resolution</li> <li>• Improve database capabilities to support department and service lines</li> </ul>	Dir Physician Relations (PR)	1Q
	√	Internal communication on physician relations strategy	Dir PR	1Q
	√	Review business, marketing and sales plans, finalize targets/coding and desired outcomes.	Dir PR	1Q

	√	Review budget	Dir PR	1Q
	√	Establish the performance assignments	Dir PR	1Q
	√	Establish measurable outcomes. Work w/Finance/Planning/IT to identify internal data for consistent use in tracking, measuring & reporting program results.	Dir PR	2Q-3Q
MED				
LOW				